



**NEWS RELEASE**  
**From Secretary of State W. Fox McKeithen**

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**Louisiana's Old State Capitol Opens Smithsonian Traveling Exhibit**  
**"July 1942: United We Stand"**

Secretary of State W. Fox McKeithen is proud to announce the opening of a new Smithsonian traveling exhibit appearing at Louisiana's Old State Capitol. The exhibit will be featured from October 6 through December 12

In July of 1942, seven months after the attack of Pearl Harbor, magazines featuring the American flag appeared on newsstands nationwide. The "United We Stand in July 1942" campaign came about when Paul McNamara, a publicist for the Hearst Corp. and an editor of *Cosmopolitan*, presented his vision of newsstands featuring a sea of American flags on July 4, 1942 to the National Publishers Association (now the Magazine Publishers of America).

The Smithsonian Institution Traveling Exhibition Service (SITES) is circulating "July 1942: United We Stand," a traveling exhibition based on an original exhibition developed by the Smithsonian's National Museum of American History. Adapted and organized by SITES, the exhibition features objects from the Katy and Peter Gwillim Kreitler Collection.

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Following the terrorist attacks on September 11, 2001 the flag and the “United We Stand” slogan have renewed meaning for many Americans. “United We Stand” is a rallying cry that comforted the American people during World War II and dates back to the American Revolution.

“July 1942” provides a rare glimpse at the products of this little-known campaign aimed at generating war support on the American home front. The exhibition features 88 original magazine covers spanning a variety of themes, offering visitors an opportunity to explore the history, artistry and patriotic symbolism of the “United We Stand” campaign. The magazine covers provide a clear illustration of various interpretations of American identity in the early months of World War II. This traveling exhibition recalls the spirit of this patriotic endeavor.

Designers used the covers to illustrate American military and industrial power, patriotism on the home front, pride in the beauty of the natural environment, and the elegance of the flag. The covers were as unique and specialized as the magazines that featured them. *Vogue* featured a model in a flowing gown standing between two fluttering flags. *McCall's* reflected home front emotions with an image of a woman and her son flying a flag from their window to support a loved one away at war, indicated by the blue-star flag above them. General Motors' magazine *GM Folks* created a powerful image of the importance of industry by superimposing the flag over a photograph of a field of gears.

In cooperation with the “United We Stand” campaign, the U.S. Treasury Department encouraged magazines to include a call for purchasing war bonds on the covers and issued guidelines to stores for creating magazine displays.

Many of the covers in the exhibition are part of a private collection owned by Peter Kreidler, an Episcopalian minister and environmentalist from southern California.

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Kreitler spent much of his early life learning to appreciate the American flag by watching his grandfather fly and salute Old Glory each day. Kreitler has gathered more than 300 covers, a selection of which was recently published by Chronicle Books, titled United We Stand: Flying the American Flag.

SITES has been sharing the wealth of Smithsonian collections and research programs with millions of people outside Washington D.C., for more than 50 years. SITES connects Americans to their shared cultural heritage through a wide range of exhibitions about art, science, and history, which are shown wherever people live, work, and play, including museums, libraries, science centers, historical societies, community centers, botanical gardens, schools, and shopping malls. Exhibition descriptions and tour schedules are available at [www.sites.si.edu](http://www.sites.si.edu).

“This is a truly wonderful exhibit and we are proud to partner with the Smithsonian in bringing it to the Greater Baton Rouge area,” said Secretary of State W. Fox McKeithen. “An exhibit such as this has the ability to not only stir patriotism, but to also comfort us. Though these magazines were published over 60 years ago, their sentiments and examples of unity are still part of the spirit of America today. We hope everyone can come out and enjoy it.”

Louisiana’s Old State Capitol is nationally renowned for its history and architecture, and includes other exhibits such as the award winning “We the People,” “The Governors’ Exhibit,” the “Louisiana Purchase Exhibit,” “Huey Long Live! The Kingfish Speaks,” and more. Museum hours are Tuesday through Saturday 10:00 a.m. until 4:00 p.m. and Sunday 12:00 p.m. until 4:00 p.m. Tickets are \$4 for adults, \$3 for seniors and veterans, and \$2 for students. Scheduled school groups and children under 6 are free.

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For more information or to schedule a personal media tour of the “July 1942: Untied We Stand” exhibit, contact Mary Louise Prudhomme, Director, at 1/800-488-2968 or 225-342-0500. Look for Louisiana’s Old State Capitol online in the museums section of the Secretary of State’s website, [www.sos.louisiana.gov](http://www.sos.louisiana.gov).

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